

Annual Work Plan



Fiscal Year
2013 - 2014

A. Introduction

The Redevelopment Commission of Greenville is engaged in a multi-year revitalization effort aimed at transforming Greenville's urban core into the premier destination for Eastern North Carolinians to live, work, shop and play. Projects and programs outlined in this work plan are based on the vision outlined in the *Center City - West Greenville Revitalization Plan*, which was adopted in January 2006. In the seven years since the plan was adopted, the Redevelopment Commission has engaged in an ambitious program of public work that has served to leverage significant private investment to include new housing units and significant commercial investment.

In the past six fiscal years, the Redevelopment Commission made selective property acquisitions, which led to the removal of dilapidated buildings, followed by the construction of new, high quality owner-occupied housing and rental projects (e.g., Nathaniel Village) as well as new commercial development opportunities. In fiscal year 2013 – 2014, the Redevelopment Commission will seek to capitalize on its past investments, continue its successful West Greenville and Center City business development programs, and continue seeking opportunities to leverage private investment and spur additional phases of public commitments.

In particular, during the upcoming fiscal year, the Redevelopment Commission will seek to build momentum for key redevelopment projects in the urban core. *In a tight fiscal climate, the RDC will maximize its resources by emphasizing its roles as a community broker, a facilitator of public-private partnerships, and as a venue for analyzing, discussing, and vetting major redevelopment strategies, plans, and proposals. The Redevelopment Commission's overarching mission for Fiscal Year 2013 – 2014 is to help put together processes, plans, and people to achieve success.*

The work plan developed herein has been reorganized compared to previous work plans to account for the Redevelopment Commission's evolving roles. Of the twelve total items outlined in the plan, five represent priority "initiatives" for the Commission, which will emphasize the Commission's role as facilitator and broker. The Commission believes that these initiatives are vital to urban core redevelopment, but much of the funding necessary to realize the vision driving these initiatives will have to be cultivated in response to additional public-private commitments and improving real estate market conditions. The remaining seven work items represent important carry-over items from the previous work plan(s). Continuation of these items is consistent with the Redevelopment Commission's overarching mission to help put together processes, plans, and people to achieve success, while operating on a manageable fiscal basis.

This work plan will guide City of Greenville staff and private contractors who will carry out a defined set of activities listed herein and timed to coincide with the City's fiscal year running from July 1, 2013 through June 30, 2014. Funding for these projects and programs comes from a combination of general obligation bonds, grant funds and general government operating funds.

Activities related to the West Greenville 45-Block Community Development Block Grant (CDBG) project, as listed in the current CDBG Annual Plan, are incorporated into this document by reference.

B. Priority 2013 – 2014 Initiatives

1. West 5th Streetscape Implementation

During Fiscal Year 2013 – 2014, the Redevelopment Commission will develop opportunities for funding West 5th Streetscape – Phase II.

As part of its *2005 – 2006 Annual Work Plan*, the Redevelopment Commission selected a consultant that developed a set of design guidelines for future streetscape improvement projects undertaken within the Revitalization Project area. The final deliverable from that process was the *Center City – West Greenville Streetscape Master Plan* which was subsequently adopted by the Redevelopment Commission and the City Council.

The West Fifth Street Gateway (from Memorial Drive to Cadillac Street) was completed in 2011.

Based on cost estimates and prioritization developed as part of the master planning process, the Redevelopment Commission and Greenville City Council selected a segment of West 5th Street running from Cadillac Street to Tyson Street as a second phase of streetscape design and construction in West Greenville. A key feature of this project will be the realignment of the intersection of West 14th and Tyson streets. This project, West 5th Streetscape - Phase II is being designed but has not yet been funded.

Fiscal Note: W. 5th Streetscape Phase II Design = \$60K West Greenville bond funds; Approximate construction cost \$1.25 million.

2. West Greenville Commercial Center/Business Incubator

The *Center City – West Greenville Revitalization Plan* calls for the establishment of a small-scale commercial center to serve the neighborhoods of West Greenville. Such a center might include a mix of retail and office uses, such as a small grocery store, retail pharmacy, financial services, and additional space for other commercial ventures, as well as office space for a small business incubator or co-working space. The RDC has worked over the past 2-3 years to acquire most of a two-block area along W. 5th Street from Davis Street to Pamlico Avenue, which might be a viable site for a small business incubator/co-working space.

There is a strong opportunity for a public/ private partnership with this project in which the Redevelopment Commission helps to assemble the remaining land required for the commercial center then partners with a commercial center developer to build the improvements and bring in the commercial tenants.

During Fiscal Year 2013 – 2014, the Redevelopment Commission will evaluate the potential of the commercial center to support a West Greenville Business Incubator or co-working space. Development of a business incubator in West Greenville would support the creation and development of small, creative businesses in diverse industries by providing leased spaces for commercial uses at below market rates, along with technical business development assistance, to fledgling companies, retailers, commercial service operators, and entrepreneurs.

Technical assistance allows entrepreneurs to consult with business experts; to collaborate with other tenants on problem solving, lead generation, and new ideas; and to get referrals on

training programs, workshops, and financing. Incubator participants also reach new clients through onsite networking resources.

The incubator/co-working space might be started on a modest scale and the space set aside for the project is incorporated into a larger, market-driven project. Possible advantages of incorporating the incubator/co-working space into the West Greenville Commercial Center include:

- The incubator/co-working space initially could be constructed as one “flex” unit within a much larger commercial project, which might greatly reduce construction costs per square foot of office space; if/when the incubator/co-working facility were successful and growing, the facility might expand into adjacent units of the commercial center.
- The facility might be operated and managed – for a modest management fee plus commission fees - by a private for-profit or non-profit entity that is utilizing commercial space in the Center; such an arrangement might alleviate the need for the City to fully support a full-time incubator staff member, yet while still providing direct consulting advice to incubator/co-working space clients.
- The incubator/co-working space would be located among other active, presumably business and market-savvy commercial activities, possibly imparting lessons to the fledgling incubator/co-working tenants and by contributing to synergies and shared service arrangements among tenants throughout the West Greenville Commercial Center (these fostering of such “synergies” is usually a key goal promoted by incubation projects, but which are usually expected to be generated entirely by and among inexperienced incubator clients).

Fiscal Note: Predevelopment for West Greenville Commercial Center = \$20K West Greenville bond funds; if applicable, \$204,994 in Acquisition funds from West Greenville bond funds.

3. Dickinson Avenue Area Redevelopment

Several important redevelopment projects are being planned, or are in the pipeline, for the Dickinson Avenue Area, including the Federal Courthouse and Greenville Transportation Activity Center (GTAC). Pitt Street is being considered as a location for GTAC, which would support the community’s goal of promoting transportation-oriented development in the Dickinson/Tobacco district, creating connectivity and access linkages between neighborhoods.

The City of Greenville and NC Department of Transportation are pursuing a joint venture to procure a design consultant to complete a detailed streetscape design plan for Dickinson Avenue between Reade Circle and the future route of the 10th Street connector. In the past, it was anticipated that Dickinson Avenue would regain its historic status as a major transportation corridor by providing direct access to the Tenth Street Connector; however, given the pattern of development south of Reade Circle, as well as the final design and alignment of the Tenth Street Connector corridor, Dickinson Avenue is now expected to become the pedestrian-friendly spine of a Dickinson Avenue district more so than a vehicular-oriented through-corridor.

The City’s streetscape plan for Dickinson Avenue and/or adjacent streets will continue to inform streetscape improvements on Dickinson as well as the urban redesign and public arts “concepts” for the Dickinson Avenue Area more generally. The Dickinson Avenue project area,

which is flanked by two historic districts, lies at the fulcrum between Center City and West Greenville. This particular segment of the Dickinson Avenue corridor “sets the character for the entire redevelopment of the Tobacco Warehouse District,” according to the Streetscape Master Plan. To the southwest of this district, the extended Dickinson Avenue corridor is the commercial spine of West Greenville. The Dickinson Avenue streetscape improvements will contribute to broad-based, community-economic revitalization, which can capitalize on synergies with other past and ongoing revitalization activities.

The Redevelopment Commission also oversaw the City’s use of brownfield program funds to complete conceptual redevelopment planning for the former Imperial Warehouse site. That plan envisions that the Imperial site will be redeveloped as a major mixed-use project, which will anchor revitalization of the Dickinson Avenue and Tobacco Warehouse districts in West Greenville, which have the potential to become “downtown edge” arts, restaurant, residential, and cultural districts. Because this area will be highly visible from the elevated 10th Street connector, it also has the potential to become a visual “anchor” and gateway for visitors entering the Center City and ECU main campus.

The next step in realizing the conceptual vision for the Dickinson Avenue Area is for the City to complete a commercial corridor plan. During Fiscal Year 2013- 2014, the Redevelopment Commission will investigate whether any grant funding sources might help support completion of such a plan, while also facilitating connections between public and private sector parties that might be interested in the redevelopment potential of this corridor. In the event that the staff identifies a viable grant funding source to support a commercial corridor plan, the Redevelopment Commission can add that item to its Work Plan. In any case, though, the City must seek creative ways of building momentum for the conceptual vision so that 4-5 years from now, when construction of the 10th Street Connector is in progress and private investment begins to move into the area, the City is prepared to leverage its opportunities.

Fiscal Note: Dickinson Avenue Streetscape Plan = \$150K Center City bond fund; Reade & Dickinson Commercial Corridor Plan = \$90K Center City bond fund.

4. First Street Redevelopment and Town Common Master Plan Implementation

During Fiscal Year 2013 – 2014, the Redevelopment Commission will engage the community in a dialogue concerning the possibilities for First Street redevelopment in relation to the Town Common. The future direction of Town Common is a subject that has the potential to engender policy disagreements; but it has the potential to galvanize economic development in the urban core and increase the City’s tax base.

The *Center City - West Greenville Revitalization Plan* calls for “Improvement of the open space in the Town Common to leverage other adjacent residential and commercial projects” and the “development of medium to high density residential units south of First Street leveraged by the investment in the Common.” The Redevelopment Commission along with the Recreation and Parks Department completed a public visioning process that culminated in the drafting and adoption of the Town Common Master Plan. The plan is intended as a vision document that will guide improvements to the park and surrounding areas in the years ahead. Implementation of the plan, however, is expected to cost as much as \$13 million, which is not yet available.

In Fiscal Year 2012 - 2013, the Redevelopment Commission oversaw the completion of parking improvements along First Street. The corridor will be narrowed with excess road right-of-way re-

allocated toward on-street parking. As additional funding becomes available, such an approach can be expanded to include full streetscaping of the park's frontage along First Street. These improvements will have immediate positive impacts – e.g., providing additional parking for community festivals, Greenway and Town Common recreation, and concerts at the Greenville Amphitheatre – as well as it will contribute to the longer-range goals of making First Street attractive to private redevelopment.

Real estate development professionals who specialize in urban redevelopment have made it clear to City staff that private investment in the First Street corridor is unlikely to happen unless or until a major “draw” or anchor is first developed on First Street or the Town Common.

For the near-term future, the prospects of significant redevelopment on the First Street corridor are unfavorable, until or unless baseline conditions improve. Consequently, the Redevelopment Commission will invite the community, stakeholders, and partners to have an open, creative, critical dialogue concerning the ways to promote First Street Redevelopment and the Town Common Master Plan given existing fiscal constraints and market conditions.

First, the Redevelopment Commission will invite the public to engage in a general discussion of economic policy and community values pertaining to First Street and the Town Common:

- What would it take, in terms of public investment in/around First Street and the Town Common, for private investment to be attracted to this corridor? How much economic impact and/or public value would such private investments generate for the community? In light of any findings that entail from discussion of these issues, is redevelopment of First Street an especially high priority for the Redevelopment Commission, partners, and the community, or is it more of a luxury now that might become a bigger priority under improved future fiscal circumstances?
- What does the idea of infusing public-private space into the Town Common mean to different people in the community? What types of private or public-private projects ought to be considered consistent with the Town Common Master Plan and what types ought not to be considered consistent with that vision?

If First Street Redevelopment is regarded as a high short-term priority, the Redevelopment Commission would also seek additional input concerning the best ways to pursue that priority in the existing fiscal climate. In particular, the Redevelopment Commission would facilitate a dialogue with the community and with partners such as Uptown Greenville and the Recreation and Parks Department to consider the pros and cons of three general approaches to First Street Redevelopment/Town Common Implementation:

1. **Status-quo:** the City continues to seek \$13 million to implement the full Town Common Master Plan vision in its entirety; until or unless funding for the full program becomes available, the City would not attempt to partially implement any of the individual plan elements and/or facilitate any private development on land currently part of the Town Common.
2. **Incremental implementation** of the Town Common Master Plan: commit approximately \$2 - \$3 million to implement key elements of the Town Common Master Plan, with the assumption that they would significantly enhance the redevelopment potential of the First Street corridor. If the City were to complete a few key elements of the plan, which elements are most important to the community and/or most likely to have the greatest

impact in terms of attracting private investment? What is the likelihood that any such partial public investment in the Town Common Master Plan, possibly to include some development on the Town Common, would stimulate private redevelopment investment on the south side of First Street?

3. **Actively seek private development** on the Town Common: in its capacity as a venue for analyzing, discussing, and vetting major redevelopment strategies, plans, and proposals, the Redevelopment Commission could engage the community in a robust debate over the pros and cons of the community immediately pursuing private and/or public-private development opportunities on a portion of the Town Common, even prior to any public investment in Town Common Master Plan implementation.

Fiscal Note: 1st Street parking striping = \$20K Center City bond fund.

5. Downtown “Draw”

For Fiscal Year 2013 - 2014, the Redevelopment Commission will engage in creative, open, analytical discussions with City staff, redevelopment partners, and the public in an effort to identify and promote opportunities to support the creation of activity anchors that would draw greater numbers of shoppers, tourists, businesses, and private investment to the Greenville urban core. The Redevelopment Commission has discussed and/or participated in the planning for several of the projects on the below list; however, for this fiscal year, the Commission will focus its energies on whichever project is expected to have the greatest prospects for success; moreover, the Redevelopment Commission might consider new strategies for implementing a key project that involve broadening the base of partners and/or re-orienting so that it is more responsive to market demands:

- **Uptown Hotel Project:** The development of a hotel in Uptown Greenville continues to be a key revitalization goal for the Center City. The Redevelopment Commission has directed staff to actively recruit potential private development partners to evaluate the economic potential of an Uptown hotel project. Location of a hotel in the City’s central business district would create additional foot traffic in the area and increase patronage for area restaurants and shops. If the right opportunity does present itself, the City of Greenville is prepared to explore a variety of incentive options.
- **Residential & Mixed Use Project Development:** The *Center City – West Greenville Revitalization Plan* calls for mixed use office, residential and retail development in the Central Business District. Toward this end, the Redevelopment Commission will explore redevelopment options for key business corridors. Redevelopment of important but underutilized corridors has the potential to jumpstart downtown office, residential, and retail sectors while creating a vital node for cultural activity. By introducing mixed-use office/residential development around relatively underutilized public and semi-public open spaces such as the Town Common, larger scale mixed-use redevelopment has the potential to energize the overlapping pedestrian, business, and entertainment zones while “pulling” commercial activity down the length of key commercial corridors. Public and private market studies completed over the last few years have confirmed the latent demand within the Uptown Commercial District for mixed use development inclusive of residential, office and commercial uses.
- **Establishment of a Center City Science Center:** The Eastern North Carolina Science Center (Go-Science) is a 501C3 nonprofit focused on enhancing the level of science and

math literacy for the people of Greenville and eastern North Carolina. Envisioned as a teaching, learning and research center, the science center will ultimately offer programs from kindergarten through twelfth grade as well as undergraduate and graduate-level programs for the independent adult learner. Proposed components to be phased in over a number of years include a planetarium, exhibit space capable of hosting a wide range of life and physical science displays, a Challenger Space Shuttle learning center as well as a gift shop and café. The center would be open to the general public as a regional resource. During the 2010-2011 fiscal year, the Redevelopment Commission purchased a commercial building on Dickinson Avenue for the purpose of making the building available to the Go-Science organization to operate a science center. The location of this important resource in Greenville's Center City will provide an important entertainment and cultural resource and will also serve to draw in numerous visitors to the Center City. During the current fiscal year, the Redevelopment Commission will work with the Go-Science organization to develop an agreement for use of the property, and will complete required environmental remediation on the site. *Fiscal Note: 719 Dickinson Avenue repairs = \$250 - \$400K Center City bond fund*

- **Uptown Theatre:** a community theatre in the Center City can become an important cultural arts and entertainment venue, enhancing the community's quality of life and serving as a catalyst for private redevelopment. In December of 2008, the Redevelopment Commission acquired the historic State Theatre and completed a full architectural plan for the theatre. Originally known as White's Theatre and later as the Park, the theatre had been shuttered for more than a decade, and had fallen into disrepair. Working through a partnership with a local volunteer fundraising committee, the Redevelopment Commission sought to assist in the coordination of fundraising efforts to support future construction costs associated with the theatre renovation – which require an estimated \$3.1 million in construction funds. Under that model, it is expected that restoration activities will be completed in two phases, with initial structural stabilization and weatherization activities taking place during the 2013 – 2014 fiscal year followed by a full restoration project once funds have been raised. Another option is for the City to explore public/private partnership models for renovating the theatre as an entertainment venue operated by the private sector, with the venue available on a limited basis for community use. *Fiscal Note: Uptown Theatre Repairs = \$150K Center City bond fund.*
- **Evans Street property:** In lieu of the cessation of the Uptown Office Building Project at 423 Evans Street, the Redevelopment Commission will explore ideas for how to best use this public space. Any proposed use of this space must continue to provide pedestrian access from Evans Street to the adjacent Uptown Parking Deck. The public solicitation for the Uptown Office Building Project had stipulated that the building design include a public pedestrian "cut through" the site, either via an exterior plaza or interior lobby. Construction of the deck will begin in Fiscal Year 2013 – 2014. The Commission is seeking creative ideas for utilizing this public space, which are safe and low maintenance while attracting visitors to the Center City. *Fiscal Note: the \$150K that has been allocated in the budget to create the public venue and walkway as part of the Uptown Office Building Project is still available for that purpose.*

C. Carry-over Items

The Redevelopment Commission identified eight additional work items that will be carried over from Fiscal Year 2012 – 2013. The following items are vital to urban core redevelopment yet do not require new major immediate public commitments.

1. Parking Pay Station – Phase II

Although the City Of Greenville continues to promote mass transit through the existing GREAT bus system as well as with the planned Intermodal Transportation Center, passenger vehicles and the associated parking requirements remain an integral part of the urban environment. The installation and use of parking meters is one of several parking management strategies that many local governments employ in urban settings, and one that the City of Greenville is utilizing in the Central Business District. Based on the early success of the pilot parking pay station project in the Reade and Cotanche Street area, the Commission will install additional parking pay stations along streets in the Central Business District based on recommendations from the City's ongoing Strategic Parking Review.

*Fiscal Note: Potential use of Center City bond funds for purchase of pay stations
(Procurement and installation budget: \$50,000)*

2. Civic Art Initiative

One of the key recommendations of the 2006 *Streetscape Master Plan* was the creation of a civic art program. *The Center City – West Greenville Revitalization Plan* likewise calls for “creating and expanding cultural resources” within the Revitalization Project area. Across the nation, some 350 jurisdictions have established civic art programs, including cities in North Carolina such as Cary, Chapel Hill and Raleigh (Americans for the Arts, 2003). Construction projects associated with two streetscape pilot projects provide opportunities to incorporate civic art into the public realm. It is hoped that such pilot projects may serve as a catalyst for implementing broader, city-wide approaches to civic art. Toward that end, the Redevelopment Commission has contracted with the Pitt County Arts Council to assist with the development of a Cultural Arts Master Plan and the Arts Council in turn received grant funding from the State Arts Council that will be used to advance the process. A draft civic arts plan was completed in Fiscal year 2012 – 2013 and the City is now in the process of implementing the recommendations in that plan. Implementation items to be addresses in during Fiscal Year 2013 – 2014 will include adoption of a policy for the procurement and display of public arts as well as development of a downtown mural program.

Fiscal Note: Use of West Greenville and Center City bond funds for design, construction and purchase of civic artwork.

3. Small Business Assistance Programs

To facilitate the expansion of small business in appropriate locations within the Center City - West Greenville Redevelopment Project area, the Redevelopment Commission has developed and adopted several programs intended to attract and retain small businesses within the adopted revitalization areas. These include a business plan competition program which has been developed in conjunction with the local office of the North Carolina Small Business

Technology Development Center, EXCEED and the Pitt Community College Small Business Center. The program provides grants in the amount of between \$15,000 and \$30,000 to as many as eight competition winners per year. The Commission has also developed the Building Blocks and Dickinson Avenue Corridor grant programs, façade programs that provide up to \$10,000 in grant funds for exterior repairs to non-residential buildings. In addition, staff working on behalf of the Commission, are collaborating with the Uptown Greenville organization and the Pitt County Economic Development Commission to explore the feasibility of tax incentive grant that would leverage private investment to renovate existing buildings in the City's revitalization areas.

Fiscal Note: Use of general operating, West Greenville and Center City bond funds for capitalization of grant programs.

4. Adaptive Reuse of Historic Structures

The Redevelopment Commission will solicit input and receive inquiries from interested parties including architectural and development firms intent on finding new uses for unoccupied and underutilized historic structures within the Center City – West Greenville Revitalization Project area. The Redevelopment Commission will review any proposals, and where appropriate, may take action to partner with an interested developer and/or facilitate the redevelopment of these structures.

Fiscal Note: Potential use of Center City bond funds and tax increment funds for activities including land acquisition, clearance, and infrastructure.

5. Residential and Mixed-Use Projects

The Center City – West Greenville Revitalization Plan calls for mixed use office, residential and retail development in the Central Business District. Toward this end, the Redevelopment Commission will explore redevelopment options for key business corridors. Redevelopment of important but underutilized corridors has the potential to jumpstart downtown office, residential, and retail sectors while creating a vital node for cultural activity. By introducing mixed-use office/residential development around relatively underutilized public and semi-public open spaces such as the Town Common, larger scale mixed-use redevelopment has the potential to energize the overlapping pedestrian, business, and entertainment zones while “pulling” commercial activity down the length of key commercial corridors. Public and private market studies completed over the last few years have confirmed the latent demand within the Uptown Commercial District for mixed use development inclusive of residential, office and commercial uses.

Fiscal Note: Potential use of Center City bond and tax increment funds for activities including land acquisition, clearance, development financing and infrastructure

6. Revitalization Area Marketing

City Council has called for more extensive marketing programs to promote economic development and revitalization as part of recent annual goals statements. The Revitalization Area Marketing Program aims to provide media services, property investors, business interests, and the public with timely revitalization events and stories as well as relevant statistics and

background information. The marketing program utilizes a variety of media - including but not limited to press releases & feature articles; brochures/handbooks; targeted marketing pieces – to promote positive Center City revitalization stories and accomplishments. By the beginning of Fiscal Year 2013 – 2014, the Office of Economic Development's redesigned website will be completed and online. That new platform will include sections devoted to Center City Revitalization. Having an attractive, accessible website is probably the most important and effective tool for promoting downtown revitalization and economic development. Also, during the upcoming fiscal year, a collaborative partnership between Uptown Greenville, the City of Greenville, and other parties interested in Center City revitalization will complete a downtown brochure designed to market real estate properties in the area.

Fiscal Note: Potential use of general operating and Center City bond funds for marketing activities

7. First Street Parking

The Center City - West Greenville Revitalization Plan calls for “Improvement of the open space in the Town Common to leverage other adjacent residential and commercial projects”. In a similar manner as Central Park in New York City serves as a major attraction to commercial development around its boundaries, the Town Common can serve to attract development to Greenville's center city, although at a much smaller scale than that of the Central Park example. Toward that end, the Redevelopment Commission along with the Recreation and Parks Department has completed a public visioning process that culminated in the drafting and adoption of the Town Common Master Plan. The plan is intended as a vision document that would guide improvements to the park and surrounding areas in the years ahead. While large scale implementation of the master plan elements will require significant capital funding that is not currently available, one plan element that may be further explored is the narrowing of First Street with excess road right-of-way re-allocated toward on-street parking. Should additional funding become available, such an approach could be expanded to include full streetscaping of the park's frontage along 1st Street. The design work for the First Street Parking Improvement Project was completed during Fiscal Year 2012 – 2013. The design includes a “road diet” for First Street (narrowing of the vehicular right-of-way), increased parking along First Street and the Town Common, and an enhanced pedestrian crossing. The construction phase of this project will be completed in Fiscal Year 2013 – 2014.

Fiscal Note: Potential use of general and Center City bond funds for planning, design and construction activities (Construction budget: \$25,000)

D. Redevelopment Commission Budget FY 2013 – 2014

Center City Bond Funds

Item	Amount	Notes
Evans Gateway	\$250,000	Gateway treatment at 10th and Evans
Cotanche to Reade alley improvements	\$275,000	To facilitate redevelopment of E. 5th St. commercial buildings
Uptown Theatre repairs	\$148,000	Repair of fly-loft and interior cleaning and demolition
Dickinson Avenue Streetscape Plan	\$150,000	Paid out to NCDOT as part of Dickinson Ave planning process
Parking Pay Station - Phase II	\$50,000	Installation around Pitt County Courthouse area
First Street parking striping	\$20,000	Per First Street parking plan
Small Business Plan Competition	\$60,000	Final year of bond funding
Reade & Dickinson Corridor Plan	\$90,000	Supplemented by \$10,000 from Brownfield grant for market-driven study
Evans Street public space	\$150,000	Create public venue & walkway at 423 Evans in the event that office building not constructed
719 Dickinson Avenue repairs	\$200,000	Prepare building for occupancy by Go-Science (required approval by City Council)
Total	\$1,393,000	

West Greenville Bond Funds

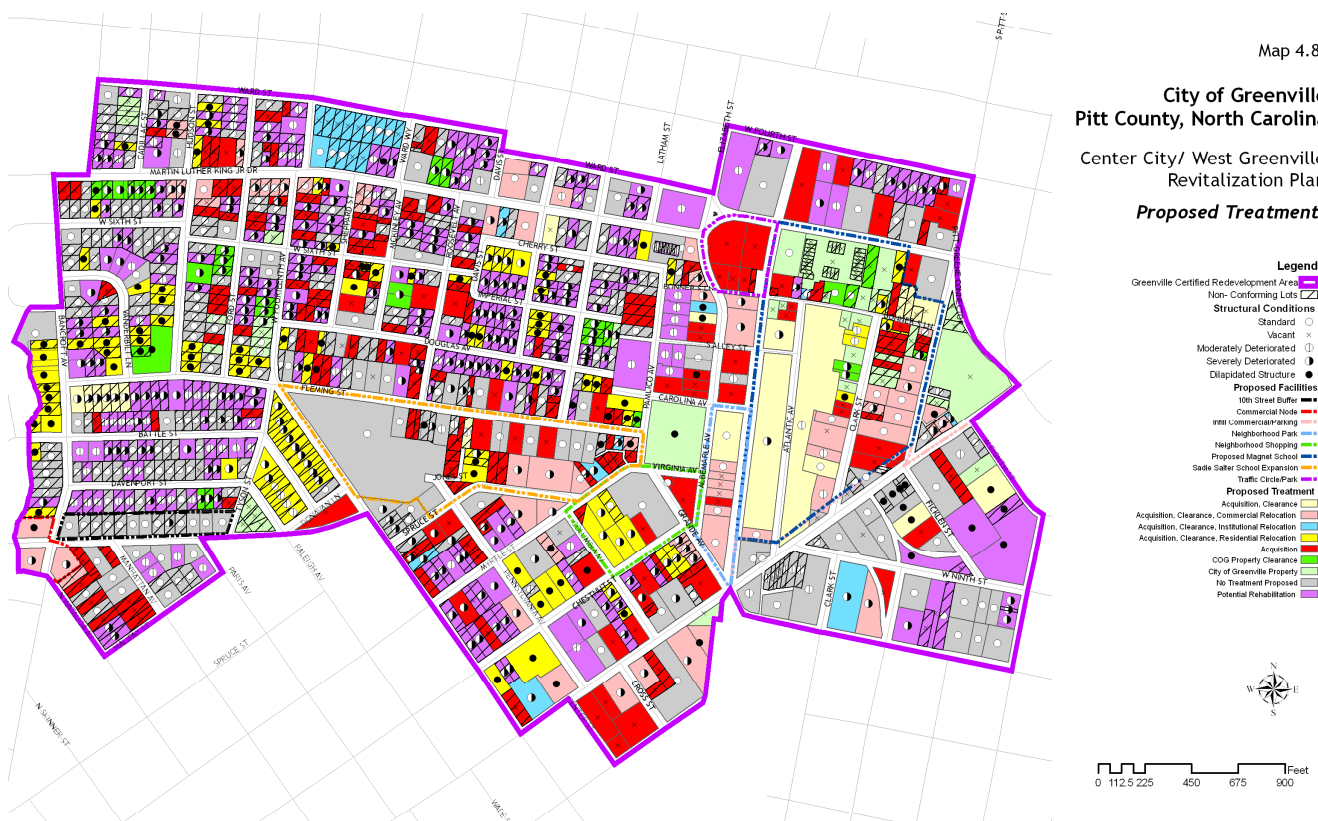
Item	Amount	Notes
West 5th Streetscape, Phase II design	\$60,000	Complete design project
Acquisition	\$220,000	Per RDC acquisition policy
Commercial Center predevelopment	\$45,000	Fifth Street and Vance area
Small Business Plan Competition	\$30,000	Final year of bond funding; supplemented by CDBG program funds
Total	\$355,000	

E. Property Acquisition

In furtherance of the projects outlined above, and in conjunction with the ongoing West Greenville 45-Block CDBG Project, City of Greenville staff will utilize General Obligation Bond, CDBG and City of Greenville general funds to implement a property acquisition program that will focus on the acquisition of blighted properties as well as other properties where current uses do not conform to the intent of the Center City – West Greenville Revitalization Plan. It is expected that the Affordable Housing Loan Committee will continue to provide guidance throughout the acquisition process for purchase of residential properties within the CDBG project area. Real properties within the West Greenville Redevelopment Area (see map below) may be acquired during the current program year based on their compliance with the Center City – West Greenville Revitalization Plan, availability of funding, the willingness of property owners to sell their property, and staff capacity to implement the acquisition. Properties within the Center City Revitalization Area will be considered for acquisition based upon their relevance to projects described within this work plan.

Map 4.8

**City of Greenville
Pitt County, North Carolina**
Center City/ West Greenville
Revitalization Plan
Proposed Treatments



F. Implementation Schedule

Item	Time Frame			
	Q1	Q2	Q3	Q4
Priority 2013 - 2014 Initiatives				
1. West Fifth Street Implementation				
2. West Greenville Commercial Center/Business Incubator				
3. Dickinson Avenue Area Redevelopment				
4. First Street Redevelopment and Town Common Master Plan Implementation				
5. Downtown "Draw"				
Carryover Items				
1. Parking Pay Station - Phase II				
2. Civic Art Initiative				
3. Small Business Assistance Programs				
4. Adaptive Reuse of Historic Structures				
5. Residential and Mixed-Use Projects				
6. Revitalization Area Marketing				
7. First Street Parking				